

# Aldana Vales

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## Experience

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### Sociopúblico

PROJECT MANAGER (FREELANCE)

*Washington, DC*

SEP. 2019 - PRESENT

- I manage editorial, design and innovation projects that Sociopúblico develops for international organizations, nonprofits, think tanks, and governments.

### La Nación

WOMEN AND BUSINESS COLUMNIST

*Washington, DC/Argentina*

FEB. 2017 - PRESENT

- I write a column in Spanish about women and business for one of the most influential newspapers in Argentina.
- Topics of my column have included the gender wage gap, parental leave, and women's leadership.

### The Wall Street Journal

R&D RESEARCH FELLOW

*New York, NY*

JUNE 2019 - DEC. 2019

- Did research on automation and artificial intelligence to develop new tools for the newsroom.
- Wrote an introduction to journalism, synthetic media and deepfakes for Momentum, WSJ's Medium page.

### The Membership Puzzle Project

GRADUATE ASSISTANT

*New York, NY*

FEB. 2019 - DEC. 2019

- Coordinated invoices, payments and travel arrangements for The Membership in News Fund, which works with 27 news organizations around the world to experiment with a membership business model.
- Did research on best practices for community and audience engagement in newsrooms.

### El Cronista

REGULAR CONTRIBUTOR

*Washington, DC/Argentina*

FEB. 2017 - PRESENT

- Covered technology and innovation trends for the largest business newspaper in Argentina.

### Agencia EFE

MULTIMEDIA REPORTER

*Buenos Aires, Argentina*

OCT. 2013 - SEPT. 2016

- Reported on politics and business in Argentina for the largest international newswire service in Spanish.
- Coordinated EFE's digital coverage of the 2015 national elections in Argentina.

## Education

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### New York University

M.A. IN JOURNALISM

*New York, NY*

SEP. 2018 - DEC. 2019

- **Concentration:** Digital media and innovation. GPA: 3.96

### University of Buenos Aires

B.A. IN COMMUNICATION SCIENCES

*Buenos Aires, Argentina*

MARCH 2008 - DEC. 2013

- **Concentration:** Journalism. GPA: 3.67

## Skills

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<b>Graphic Design</b>	Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Sketch.
<b>Web Design</b>	HTML, CSS, PHP, JavaScript.
<b>Data Journalism</b>	Excel, SQL, Tableau.
<b>Video</b>	Adobe Premiere.
<b>Languages</b>	English, Spanish.